

Subject: Profitability - Follow ups
From: "Saori Casey" [REDACTED]
Received(Date): Tue, 01 Oct 2019 15:20:05 +0000
To: "Tim Cook" <[REDACTED]>, "Luca Maestri" [REDACTED]
Cc: "Ai Ling Loo" [REDACTED], "Kevan Parekh" [REDACTED]
[REDACTED], "Larry McDevitt" [REDACTED]
Attachment: PastedGraphic-10.pdf
Attachment: PastedGraphic-11.pdf
Attachment: PastedGraphic-8.tiff
Attachment: Aug'19 LRF Profitability (Tim 9-25 mtg).pdf
Date: Tue, 01 Oct 2019 15:20:05 +0000

Hi Tim, Luca,

Please find below the 3 follow-up items from the Profitability meeting.

[REDACTED]

[REDACTED]

[REDACTED]

Any other questions, please let us know.

- 1)
- 2)
- 3)

Full deck from the meeting:

Hi Tim, Luca,

Please find below the 3 follow-up items from the Profitability meeting.

[REDACTED]

[REDACTED]

[REDACTED]

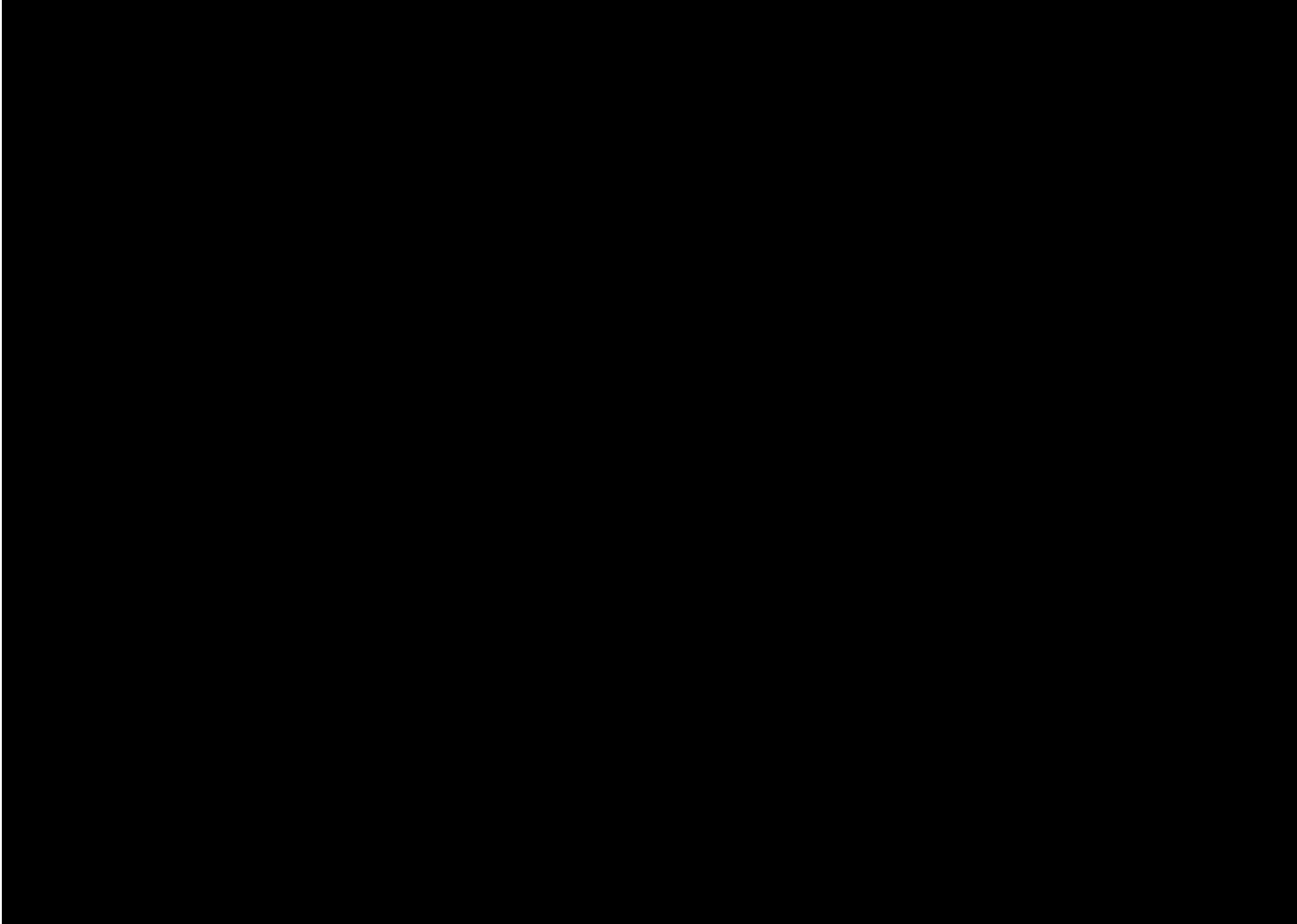
Any other questions, please let us know.

1)

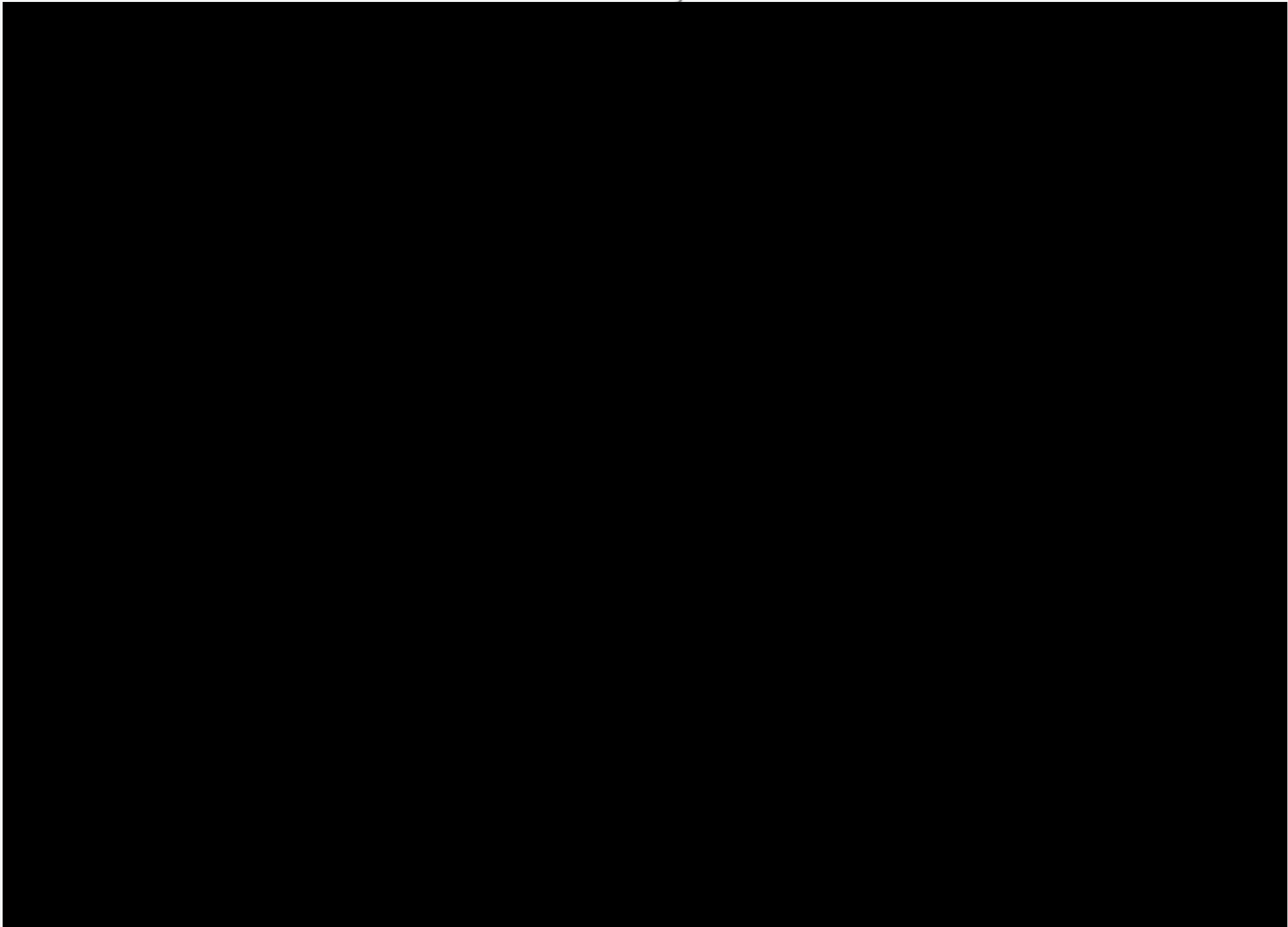
2)

3)

Full deck from the meeting:

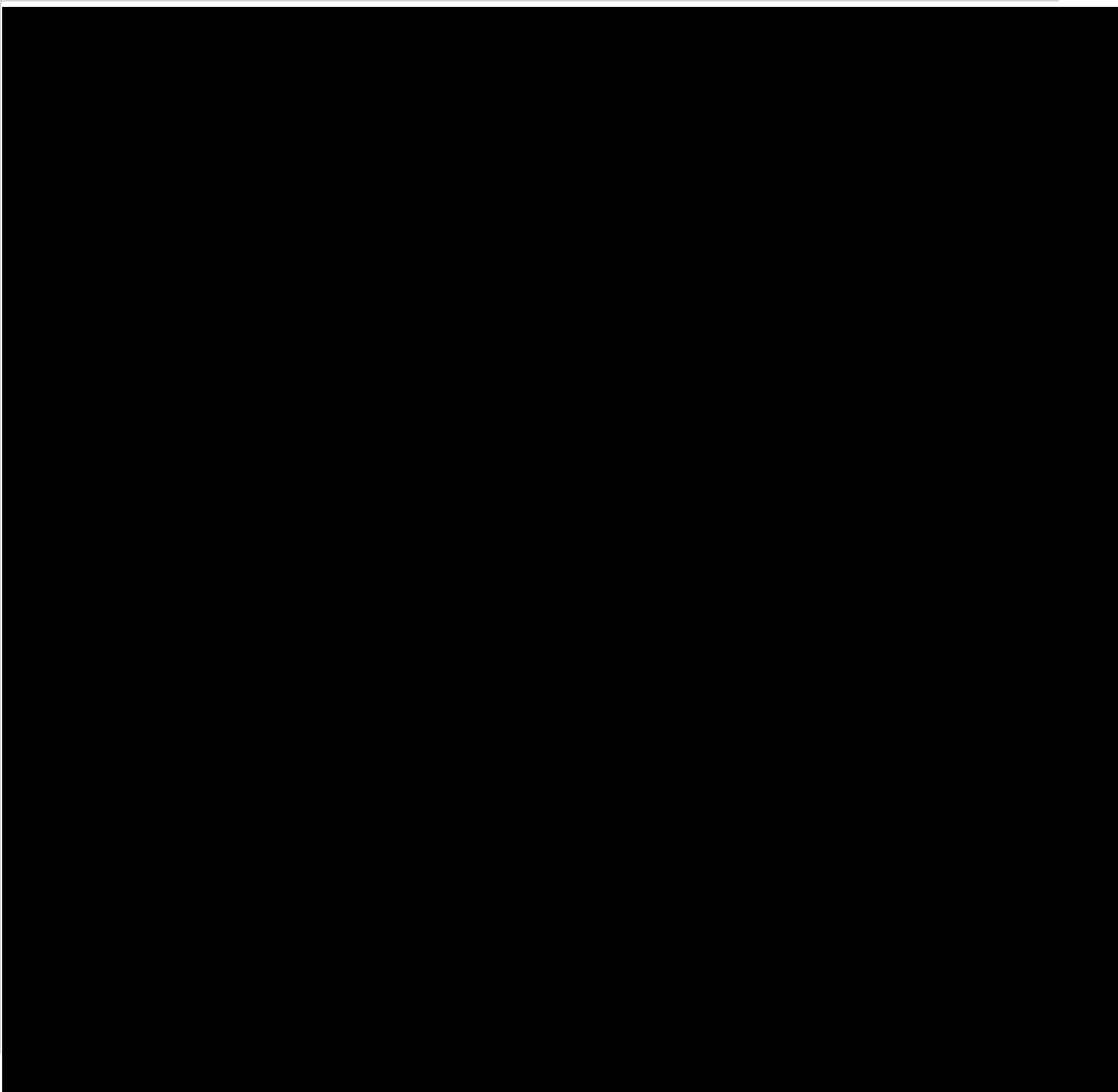


Services Profitability - New Services



PX-2385.4

[Redacted text]



PX-2385.5

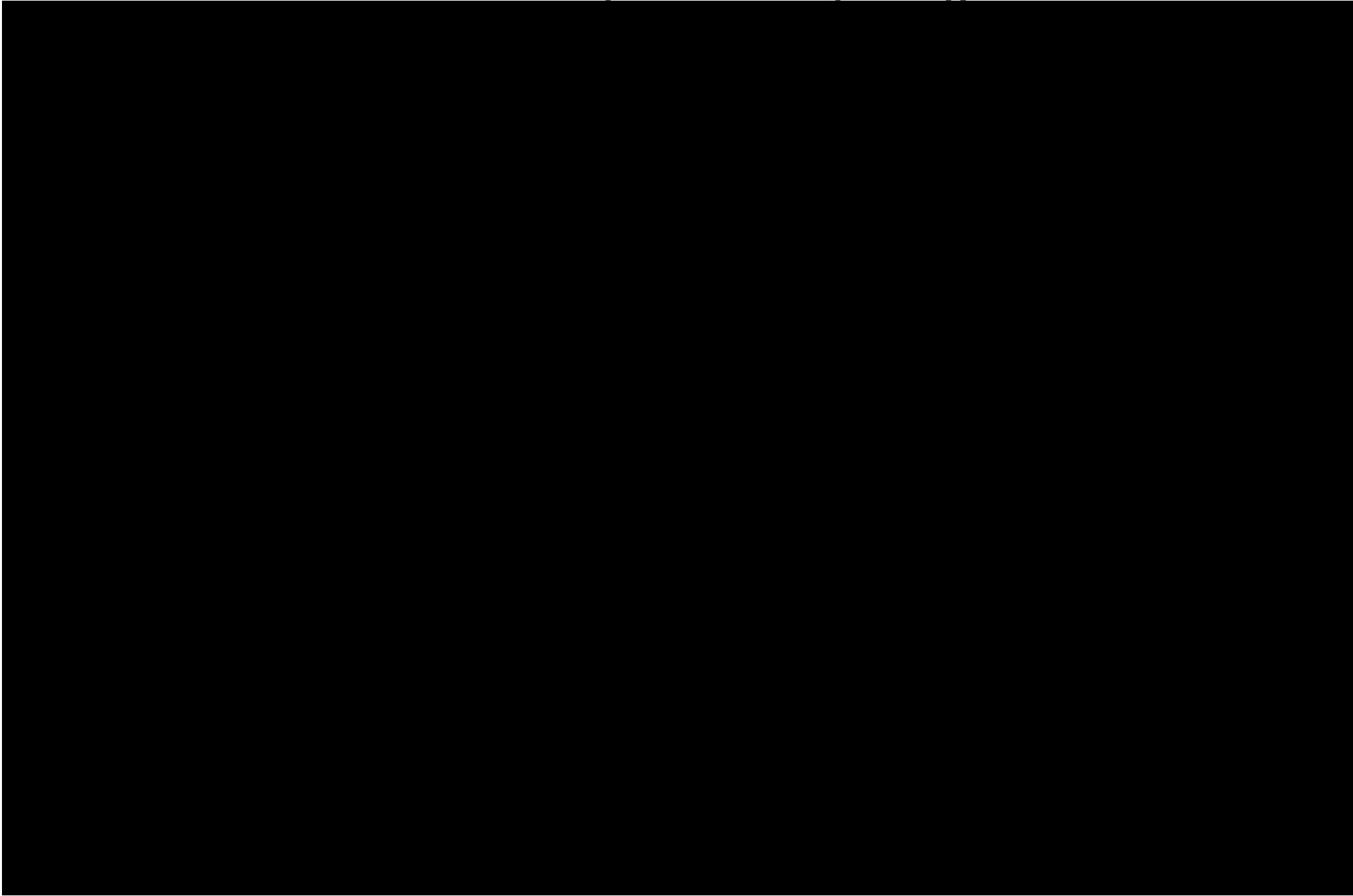


Products & Services Profitability

Based on Aug'19 LRF

Corporate FP&A
September 2019

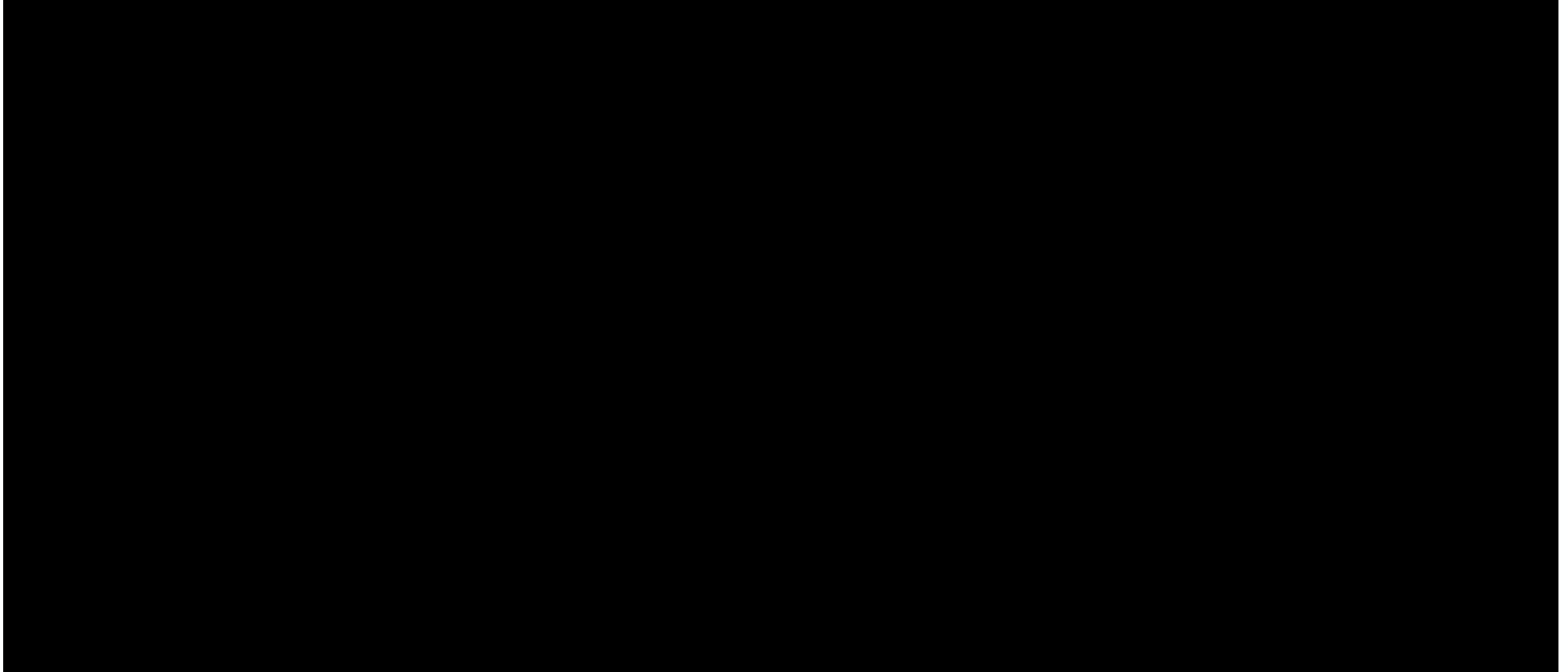
FY'20 Profitability Summary -Aug'19 LRF



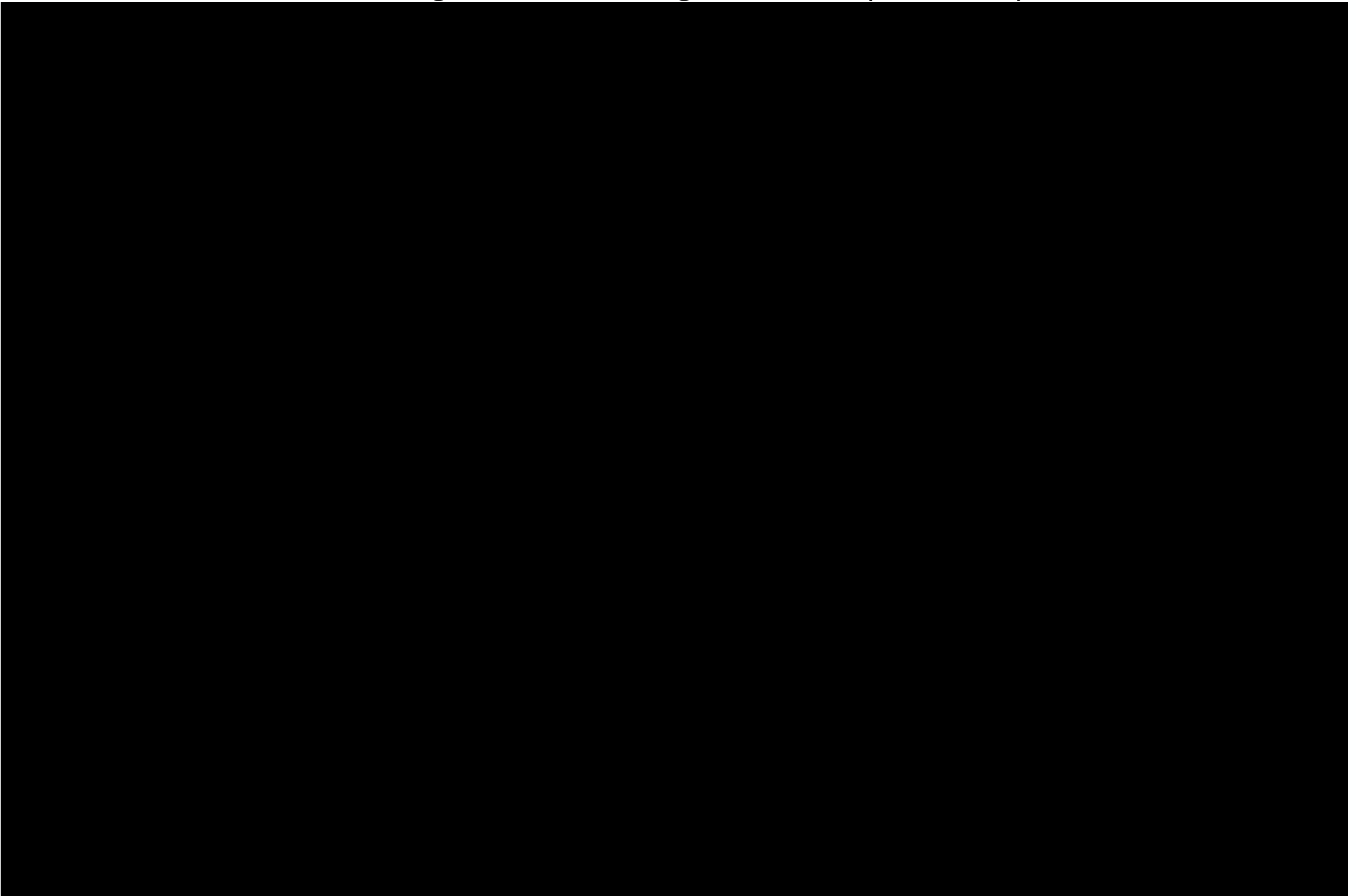
FY20 Products & Services Summary



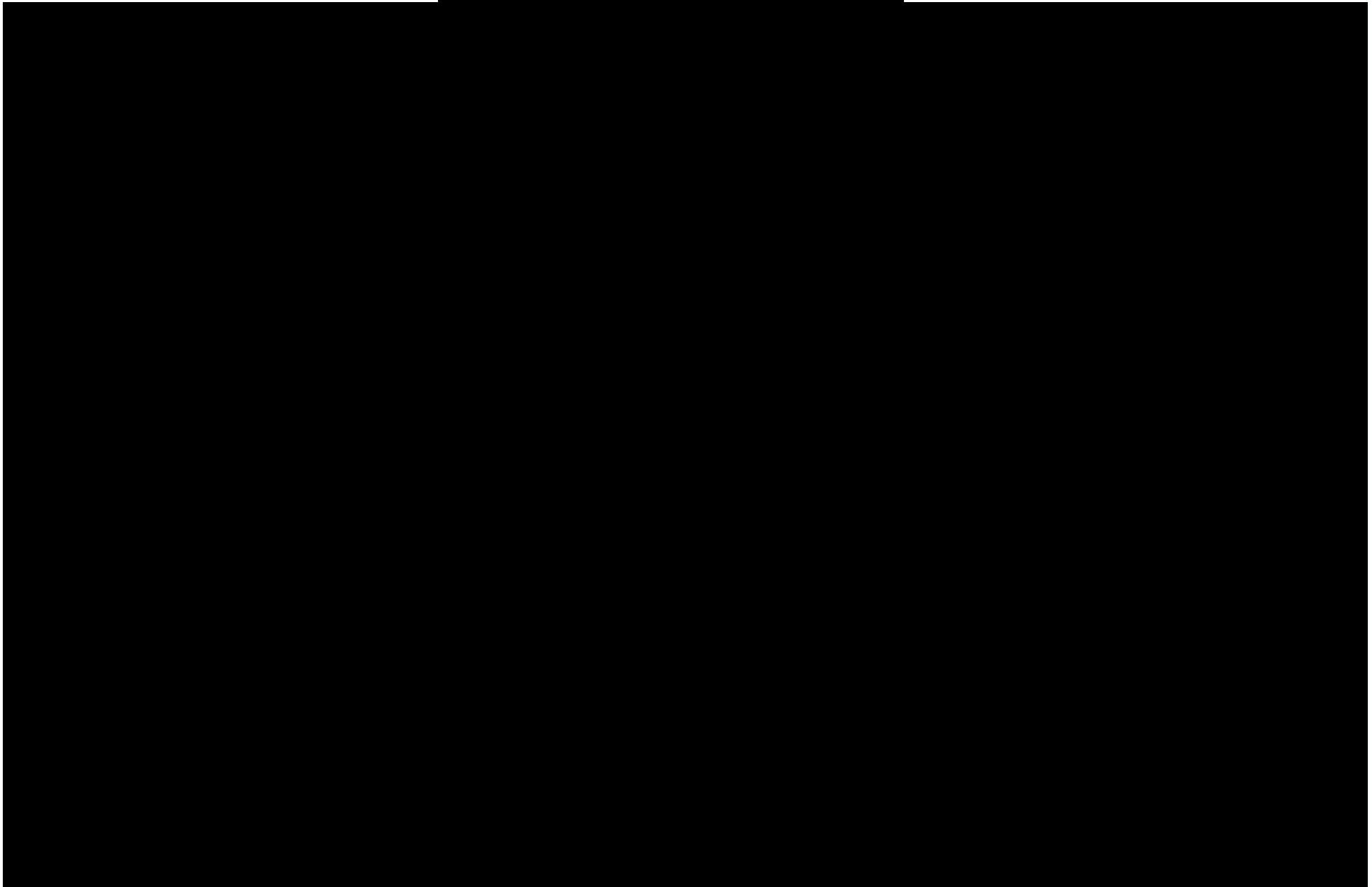
FY20 Categories with Negative OM



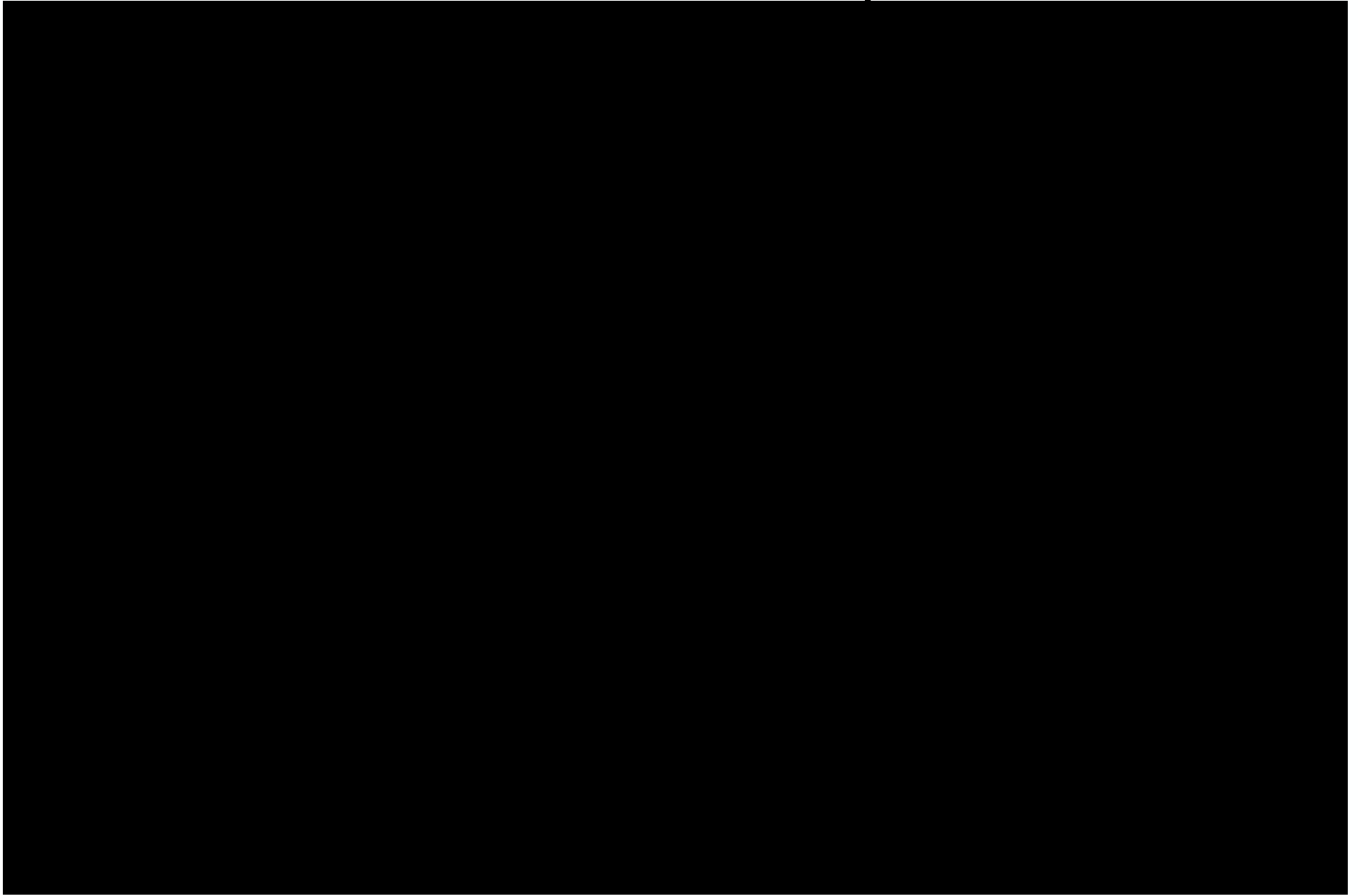
Categories with Negative OM (Trended)



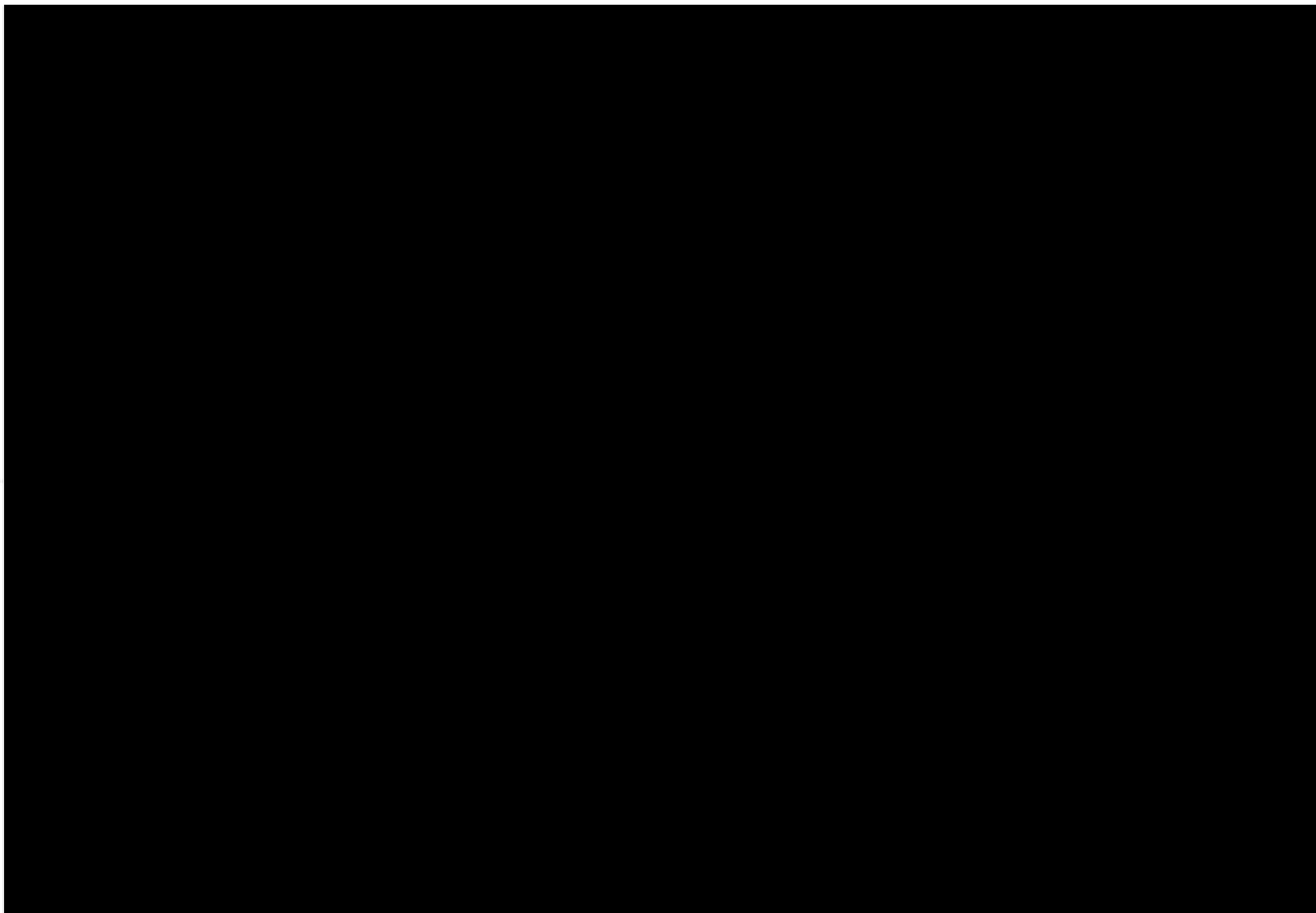
FY20 Product Summary



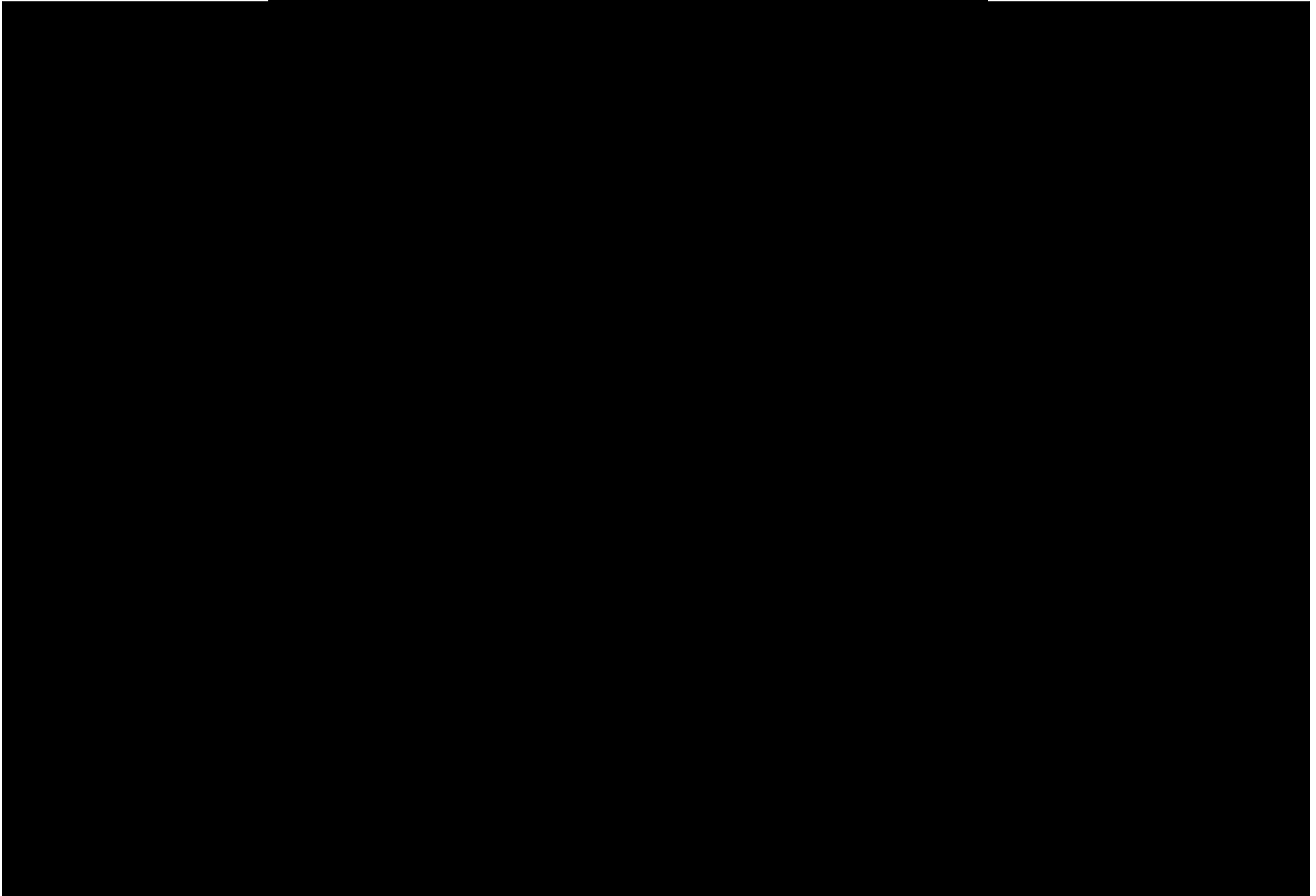
FY20 Services Summary



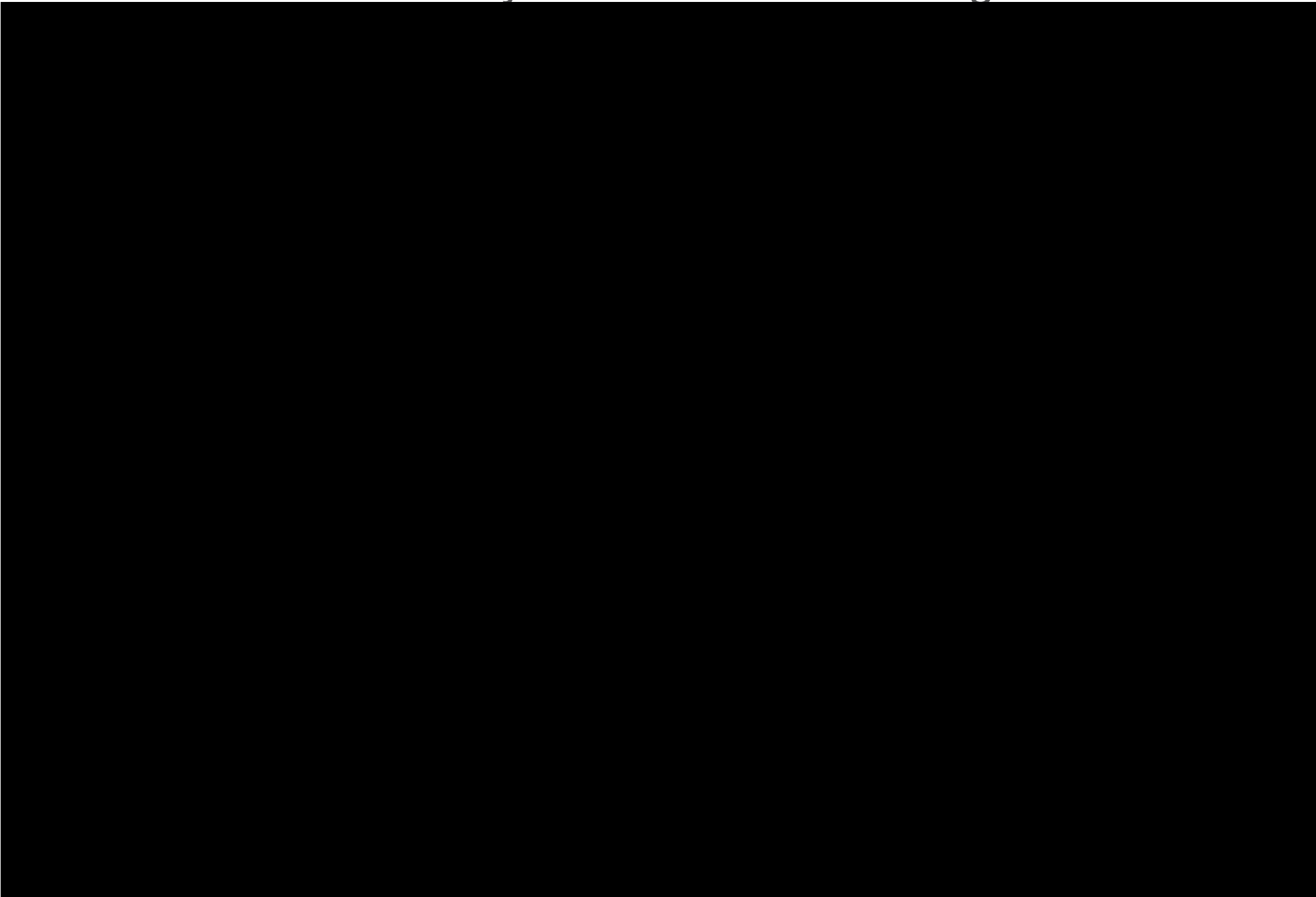
Profitability Summary - Aug'19 LRF



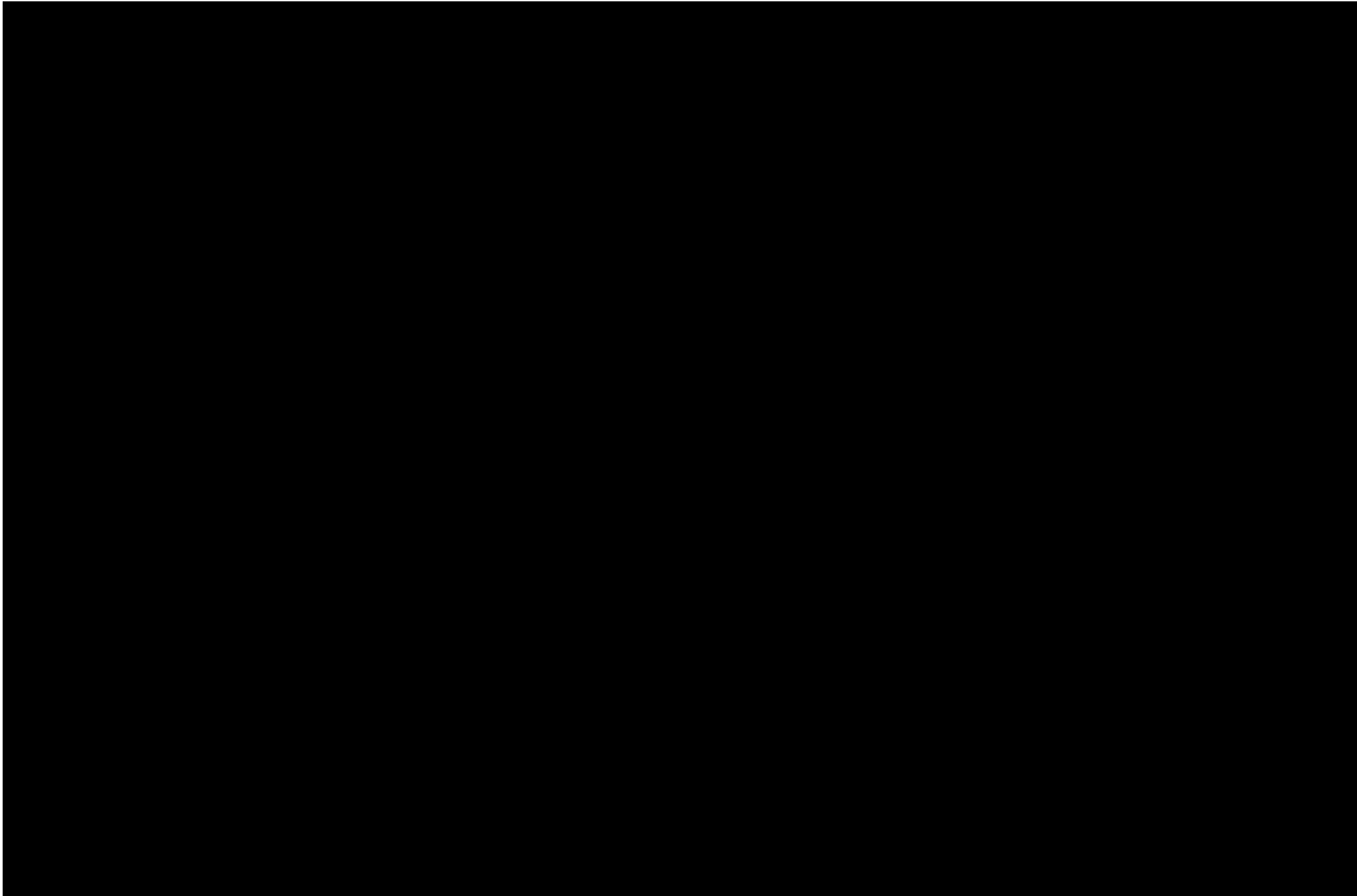
Operating Margin Change FY20 - Aug'19 LRF



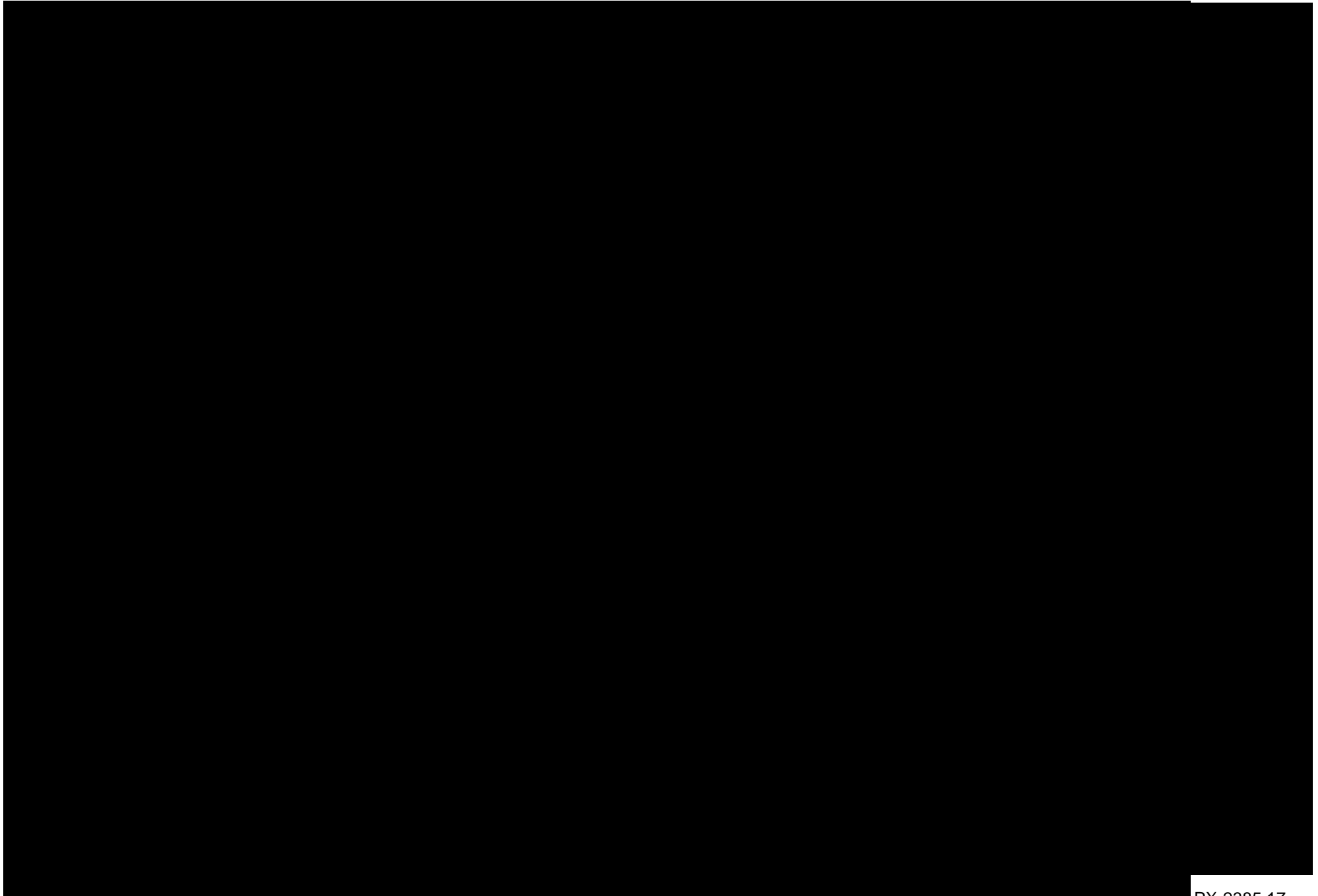
FY20 Profitability Metrics - Services-Aug'19 LRF



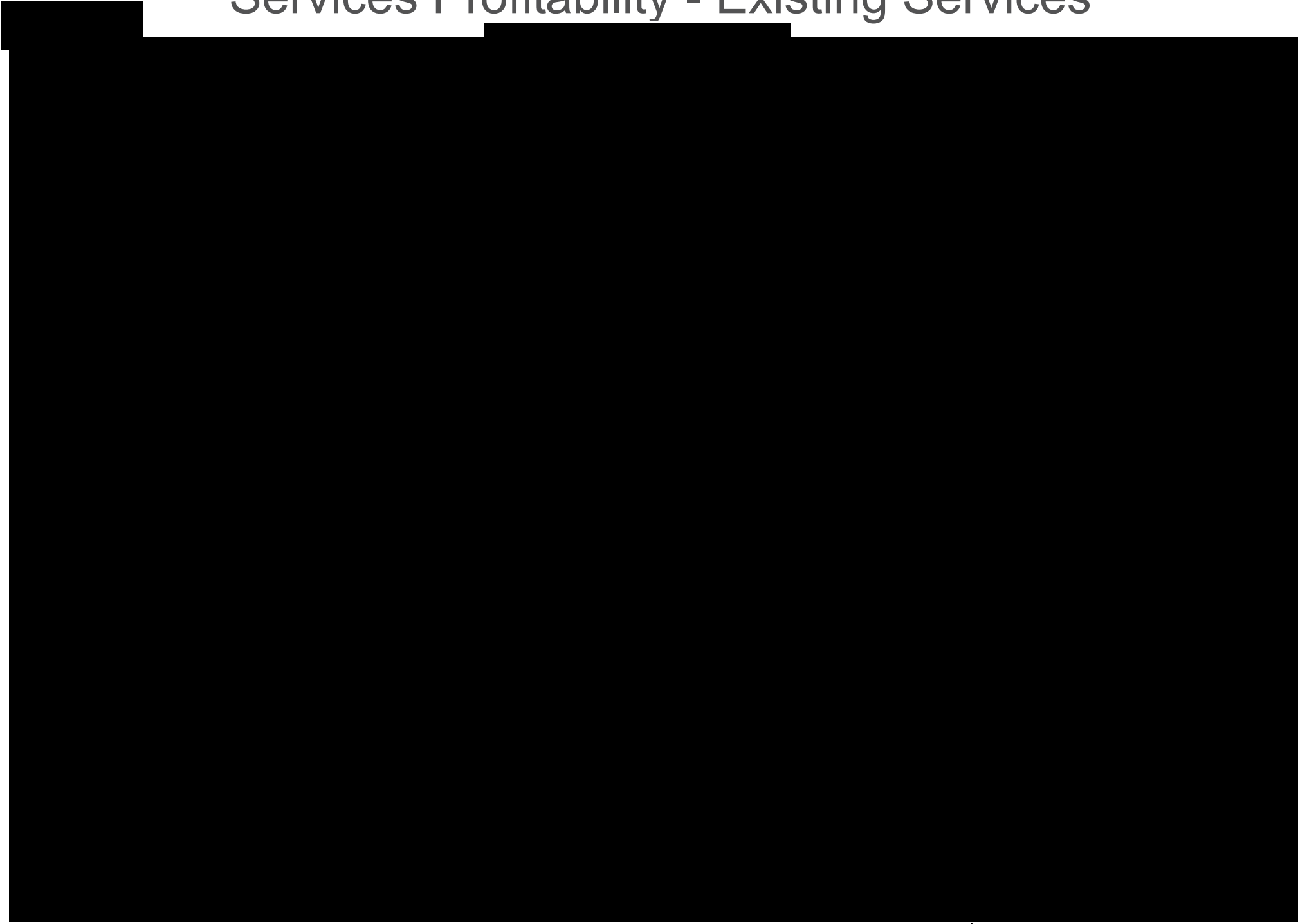
Contribution to Growth (FY20)



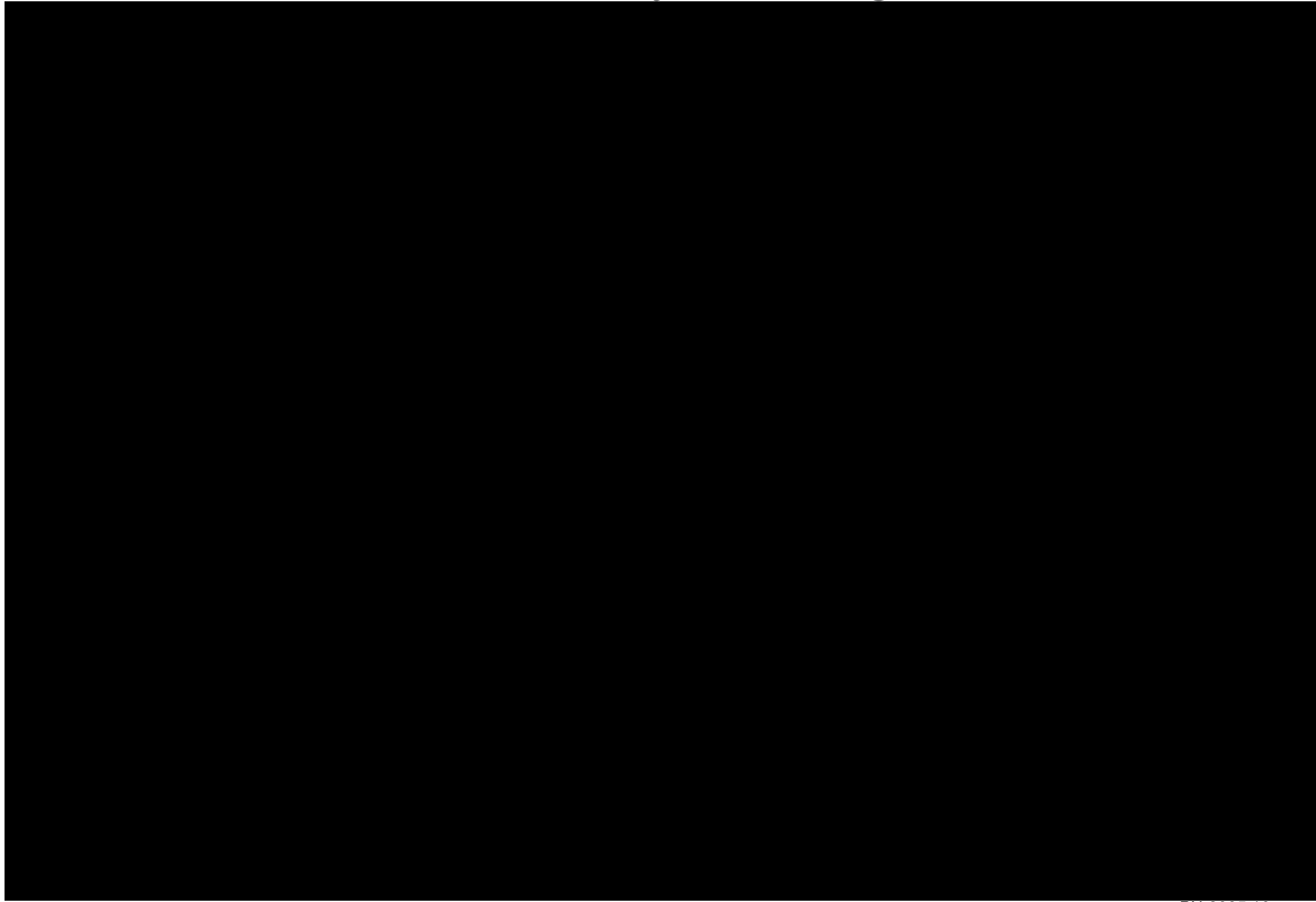
Product Profitability



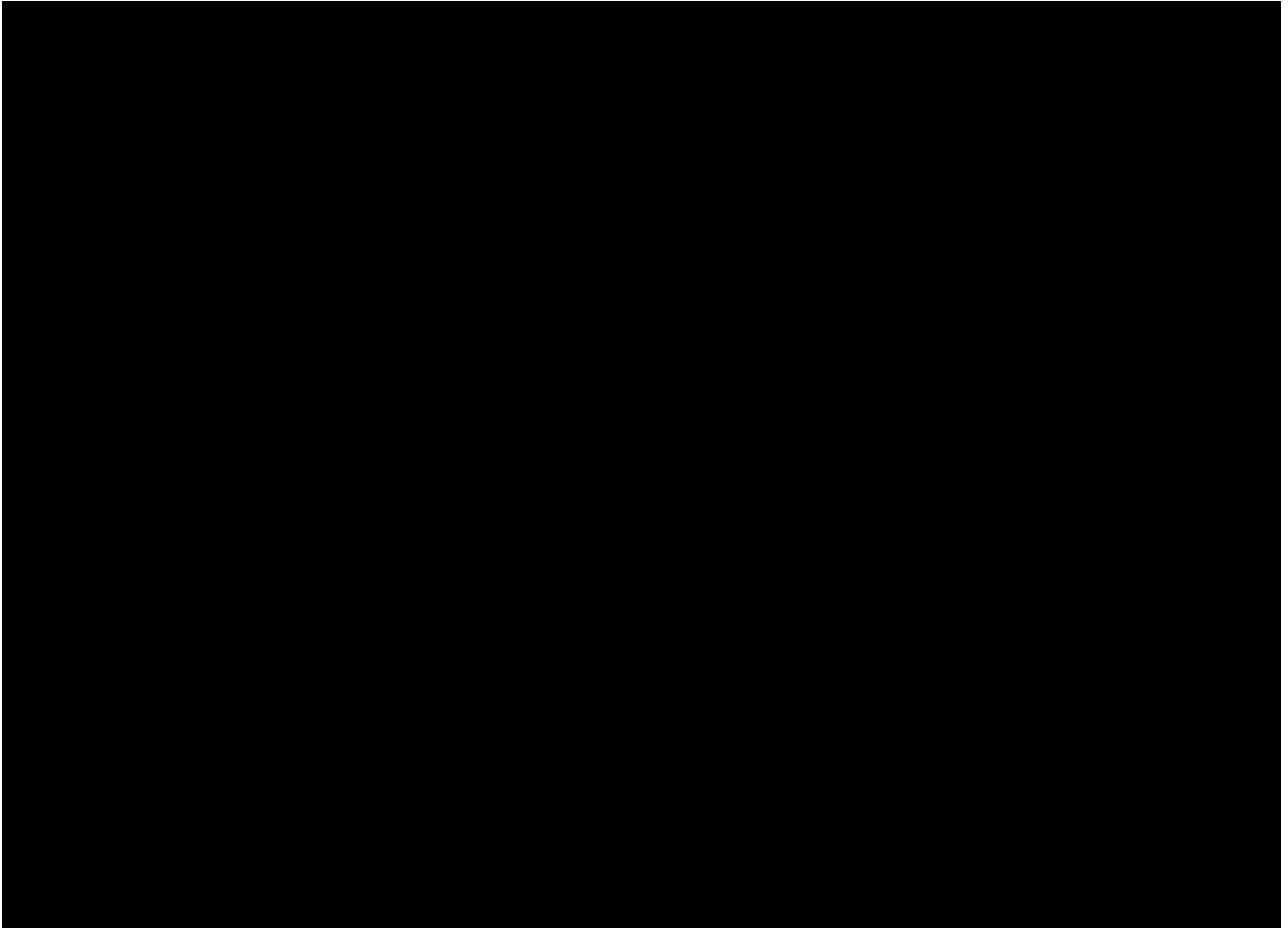
Services Profitability - Existing Services



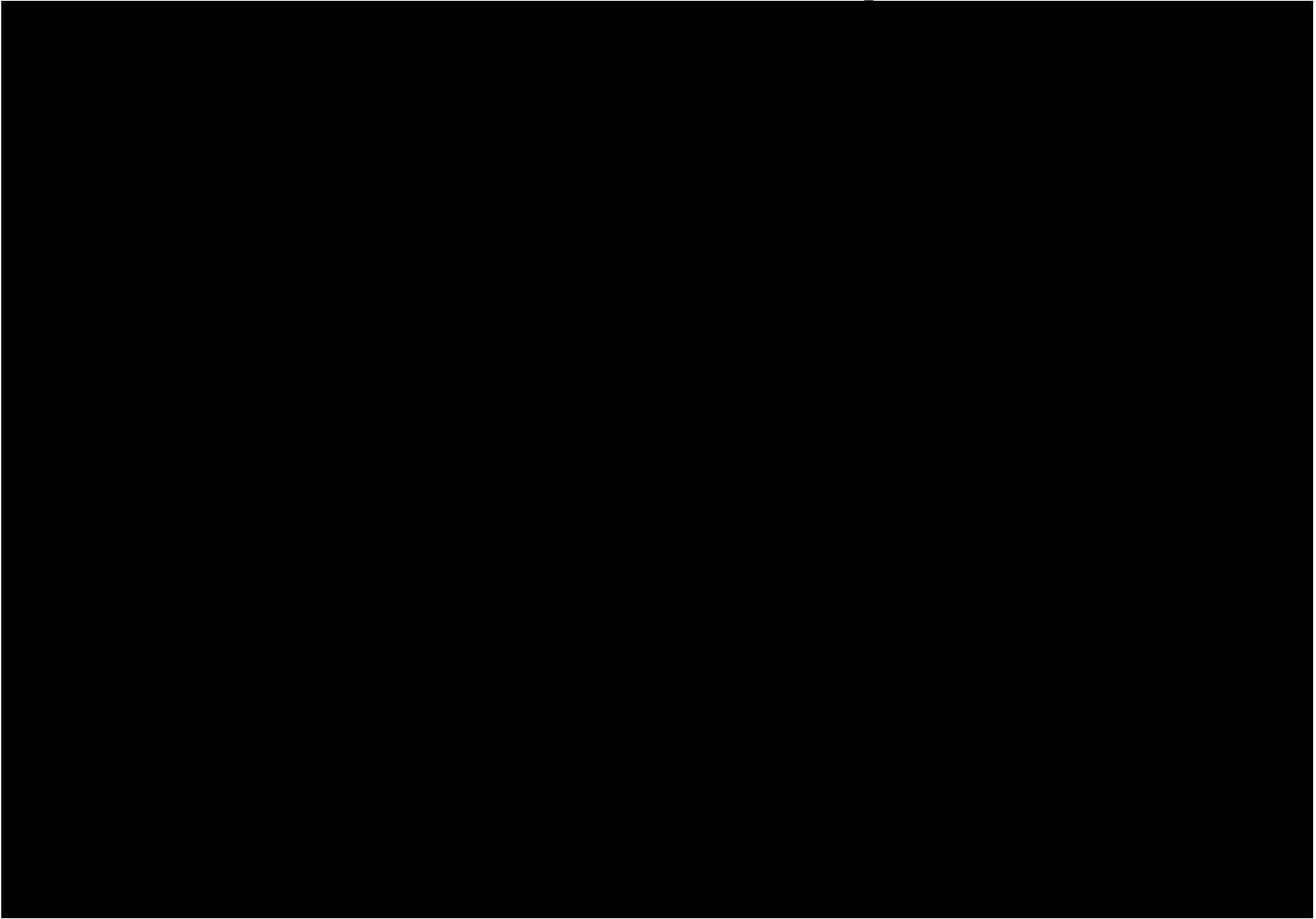
Services Profitability - Existing Services



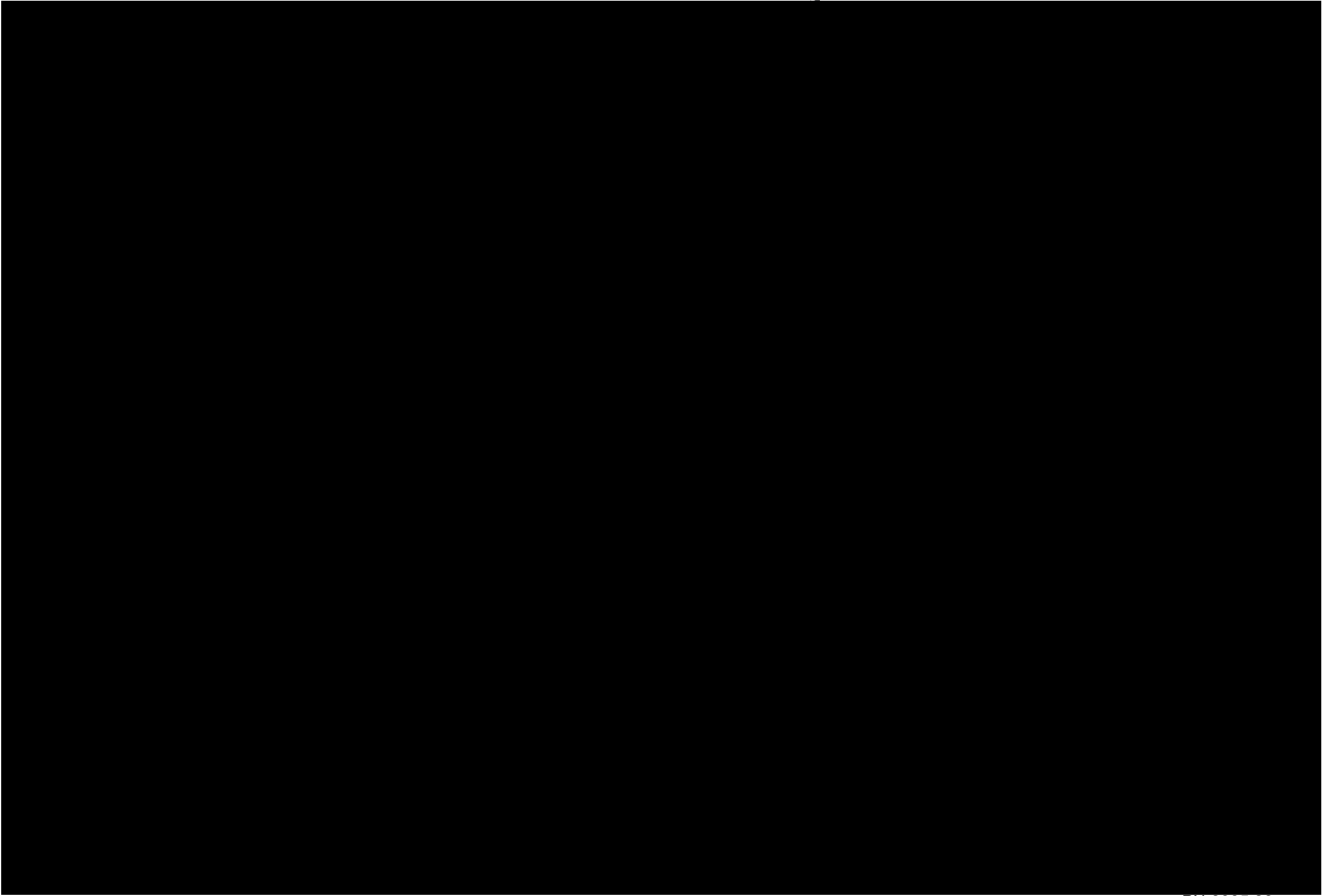
Services Profitability - New Services



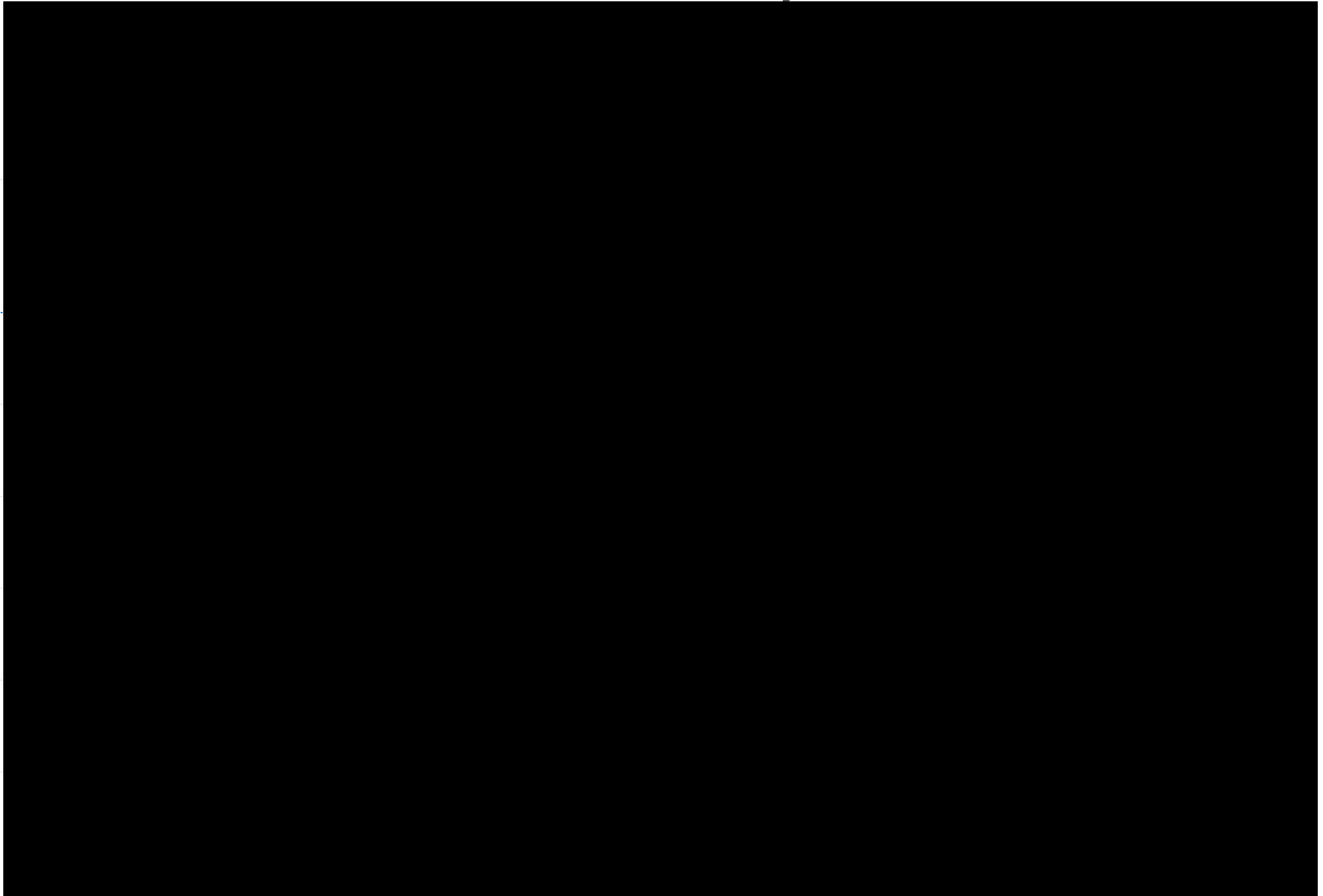
Retail Profitability



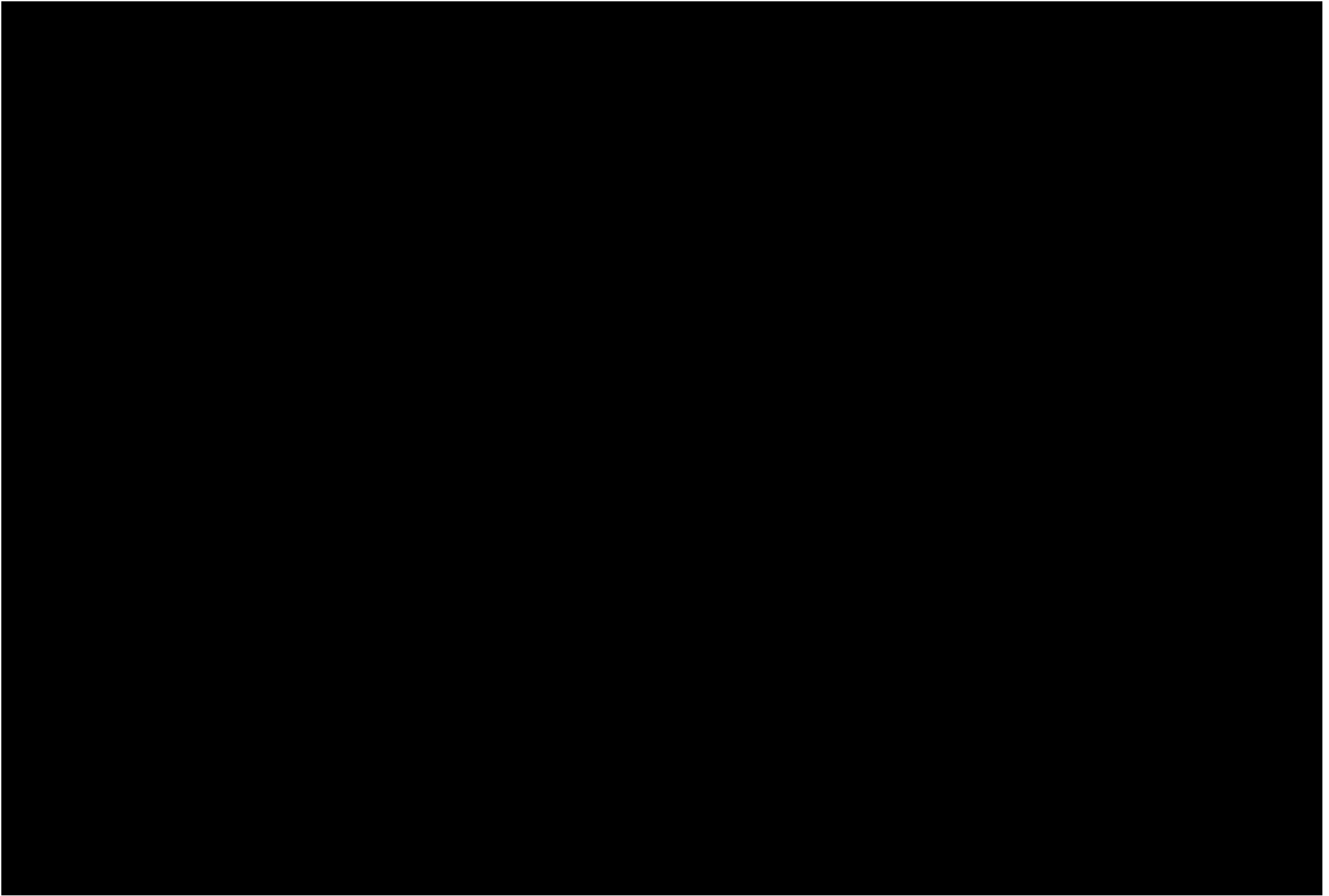
Geo Profitability



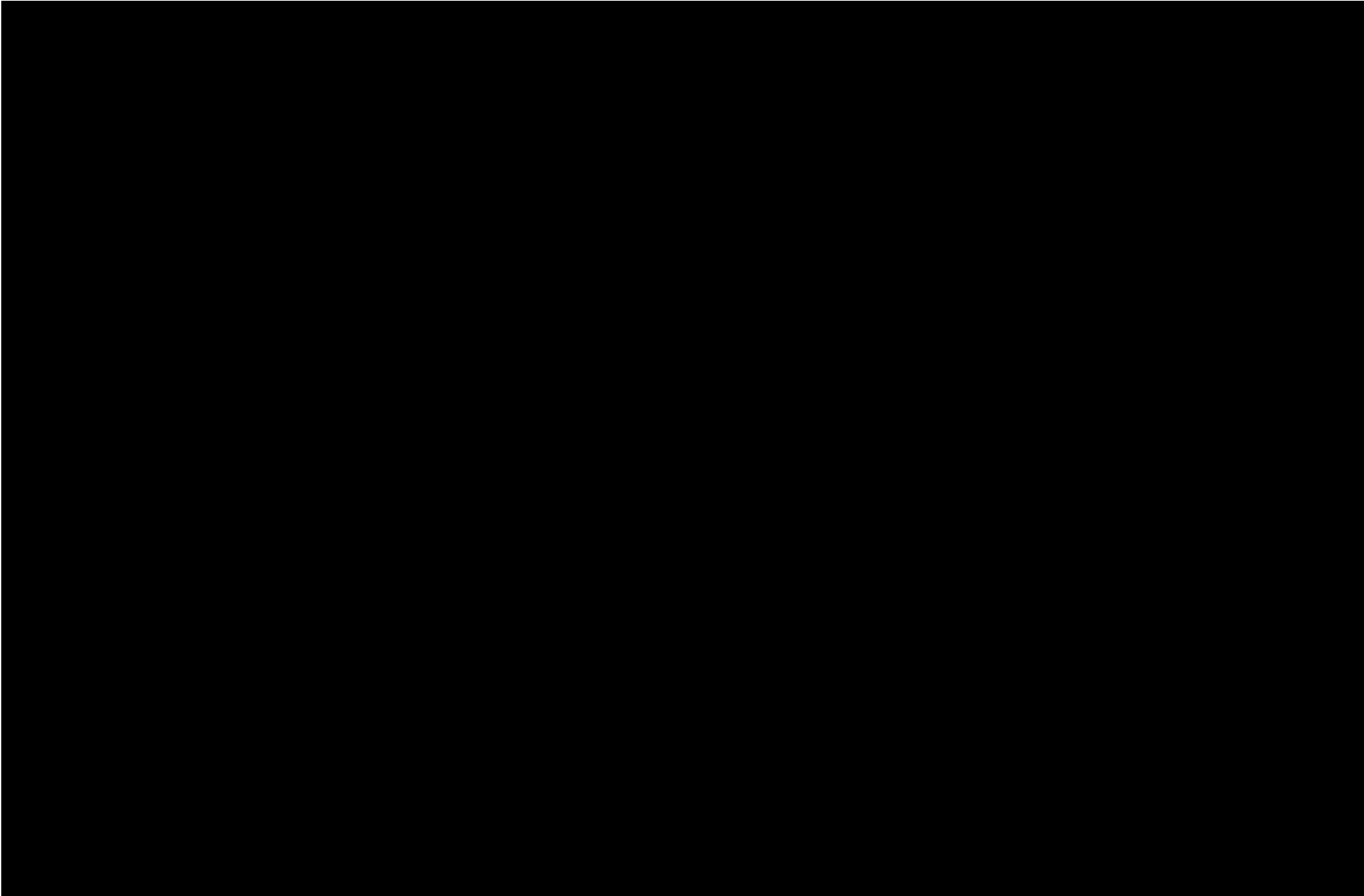
Geo Profitability



FY'20 Opex Product Allocation



FY'20 Opex Channel Allocation



Appendix

Contribution to Growth

